

**Approval Requested**


Final



Preliminary

## Application for projects over \$500

**Organization Name:** Glacier Country Regional Tourism Commission

**Project Name:** Opportunity Marketing – What the Stuff on The Outdoor Channel

**Application Completed by:** Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

“What the Stuff” is a television series produced and distributed by Swamp City Productions, Inc., with episodes broadcast on The Outdoor Channel. Glacier Country is working with WTS on a segment that will highlight and focus on our adventure elements/attractions, possibly including rock climbing in the Bitterroot Valley, mountain biking, kayaking the Clark Fork, as well as additional elements.

Per the contract with Glacier Country, WTS will provide the following: 3 – 5 minutes segment on What the Stuff – Outdoor Adventure on The Outdoor Channel; promotional consideration within What the Stuff – Outdoor Adventure including company logo, website and phone number, three DVD copies of the episode, three DVD copies of company’s segment (for use at trade show, etc.); one master copy of footage shot (includes all legal rights to the footage for future use); Glacier Country segment posted on WTS web site for six months; Glacier Country logo posted on WTS web site for six months with links to Glacier Country web site.

### OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase overall consumer response by 2% over 2008
- Increase direct mail and electronic direct mail response by 5% over 2008
- Increase use of website by 10% over 2008
- Increase our database by 5% over 2008
- Media stories to increase by 3% over 2008 as a result of increased public relations efforts.

Refer to the portions of your marketing plan, which support this project.

1. Raise awareness of Glacier Country as a recognized tourism destination in identified markets and audiences.
2. Increase visitation among resident and non-resident, domestic, and international travelers. This includes:
  - a. Attracting new travelers
  - f. Positioning ourselves as a resource for information
3. Increase visitation year-round especially shoulder & winter seasons
4. Continue to identify inquiries to convert them to visitors by capturing names for database marketing
5. Adjust marketing efforts to highlight Glacier Country’s amenities, cultural and historical aspects, natural resources, tourism attractions, and welcoming atmosphere
9. Continue targeted visitor appeals in Glacier Country’s marketing strategy, specifically relating to the Montana Tourism Recreation Strategic Plan
10. Incorporate Travel Montana’s branding initiative into our various marketing projects

How does this project support the Strategic Plan?

**Goal 1:** Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors

- 1.1 Implement highly targeted consumer advertising/promotion campaigns

Budget page must be attached for approval.



Approved Audits/Applications Committee 12/26/08

- 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
- 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
- 1.3.b Implement the new Montana tourism brand

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

**Detail pages attached:**      ☒ Yes      ☐ No

Budget page must be attached for approval.



PROJECT BUDGET

Opportunity Marketing - "What the Stuff" on The Outdoor Channel

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Production Fee (Swamp City Productions)	\$6,900.00 +	\$0.00 =	\$6,900.00
Agency Time (Partners Creative)	\$3,060.00 +	\$0.00 =	\$3,060.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$9,960.00</b>	<b>\$0.00</b>	<b>\$9,960.00</b>
<b>MARKETING/ADVERTISING:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>TRAVEL:</b>			
Transportation	\$350.00 +	\$0.00 =	\$350.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$350.00</b>	<b>\$0.00</b>	<b>\$350.00</b>
<b>OTHER:</b>			
High Definition Film Fee	\$1,000.00 +	\$0.00 =	\$1,000.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$1,000.00</b>	<b>\$0.00</b>	<b>\$1,000.00</b>
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<b>PROJECT TOTAL</b>	<b>\$11,310.00 +</b>	<b>\$0.00 =</b>	<b>\$11,310.00</b>